

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 08362 190558Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----190617Z 003204 /17
R 180225Z APR 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 1228

UNCLAS BANGKOK 8362

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: WTDR/FTI

REF: USDOC 4522

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0054600

4. TEO HONG SILOM CO., LTD

4A. CODE: K

5. 723 SILOM ROAD

6. BANGKOK 5, THAILAND

7. ESTABL: 1974 8. EMPL: 86 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL

12. RPT.DATE: 04/77

13A. 38410/135 IMP.AGT.DIST. OF MEDICAL EQUIPMENT
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13B. 38110/135 IMP.AGT.DIST. OF SCIENTIFIC INSTRUMENTS

13C. 38230/135 IMP.AGT.DIST. OF INDUSTRIAL EQUIPMENT

13D. 35310/135 IMP.AGT.DIST. OF CONSTRUCTION EQUIPMENT

13E. 35420/135 IMP.AGT.DIST. OF ALL KINDS OF HEAVY MACHINERY

13F. 28340/135 IMP.AGT.DIST. OF PHARMACEUTICALS

14. CONTACT: MR. PHAISARN SIRIRAT-USDORN TITLE: MANAGING DIRECTOR

15. CABLE: BAE TEOHONG 16. TELEX: BAESILOM TH 2945

17. TEL. 233-1721-9

18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

19. TRADE REFS: EATON YALE, 11000 ROOSEVELT BLVD., PHILADELPHIA, PA. 19115.

20. AGENCY REP: EATON YALE, 11000 ROOSEVELT BLVD., PHILADELPHIA, PA. 19115, FORKLIFT TRUCKS, ACQ: 1975; J.I. CASE CO., WISCONSIN, TRACTORS, ACQ: 1976; POTAIN, FRANCE, TOWER CRANE, ACQ: 1977; FEDERAL ELECTRIC, U.K., LOAD CONTROL CENTERS: TELEMECANIQUE, FRANCE, INDUSTRIAL CONTROL EQUIPMENT; HITACHI, JAPAN, L.V. MOLDED CASE CIRCUIT BREAKER; AIPHONE, JAPAN, INTERCOM SYSTEMS; I.E.O., HOLLAND, H.V. POWER AND DISTRIBUTION TRANSFORMERS; MITSUBISHI, JAPAN, ELEVATORS AND ESCALATORS.

21. SUBJECT FIRM WAS ESTABLISHED IN 1974 WITH AN AUTHORIZED CAPITAL OF US\$300,000 TO ACT AS GENERAL IMPORTER OF ELECTRICAL, ELECTRONIC, COMMUNICATIONS, MECHANICAL, ENGINEERING, MATERIALS HANDLING AND CONSTRUCTION EQUIPMENT, ELEVATORS AND ESCALATORS, MEDICAL AND SCIENTIFIC INSTRUMENTS, FIRE UNCLASSIFIED

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ALARMS, COMPUTERS AND AIRCRAFT FOR SALE TO GOVERNMENT AND PRIVATE END-USERS. FORTY PERCENT OF ITS IMPORTS IS FROM JAPAN AND THE REMAINDER FROM U.S. (20 PERCENT), EUROPE (20 PERCENT) AND OTHER COUNTRIES (20 PERCENT). IT ALSO PROVIDES AFTER-SALE SERVICES AND ACTS AS A GENERAL CONTRACTOR FOR ENGINEERING SERVICES. SUBJECT FIRM OWNS AN EIGHT STORY BUILDING WITH TOTAL AREA OF 5,000 SQ.METERS WITH OFFICES AND INDOOR DISPLAY ROOM OF 455 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSIEST AREAS, AND OWNS A 6,000 SQ. METERS WAREHOUSE AND AN OUT-DOOR SHOWROOM AND WHORKSHOP OF 700 SQ.METERS IN A SUBURB OF BANGKOK. FIRM HAS THE FOLLOWING AFFILIATIONS: TEO HONG LTD. PARTNERSHIP (IMPORTER AND DEALER OF ELECTRICAL EQUIPMENT); WORACHAK ENGINEERING SUPPLY CO., LTD. (IMPORTER AND DEALER OF "MITSUBISHI" ELEVATORS AND ESCALATORS); SIAM ELECTRIC MANUFACTURING CO., LTD. (MANUFACTURER OF WIRES AND CABLES). TEO HONG SILOM HAS 86 EMPLOYEES INCLUDING 14 SALESMEN, AND ITS 1976 SALES WERE REPORTED TO BE APPROXIMATELY US\$3 MILLION. BOTH MR. PHAISARN SIRIRAT-USDORN (MANAGING DIRECTOR) AND HIS COMPANY ARE HIGHLY REGARDED IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANKS REPORT THAT IT HAS MAINTAINED A PROPERLY CONDUCTED

ACCOUNT AND CREDIT FACILITIES HAVE BEEN EXTENDED WITH GOOD RESULTS.
IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

2. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY

AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
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Control Number: n/a
Copy: SINGLE
Sent Date: 18-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Review Exemptions: n/a
Review Media Identifier:
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
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